Amendments To The Claims
(In The Revised Format)

The listing of claims presented below will replace all prior versions, and listings, of claims in the application.

Listing of claims:

Please amend Claims 1 and 7 and add Claims 11-12 as set forth below:

1. (currently amended) A reflective type fringe field switching mode liquid crystal display ("a reflective FFS-LCD") comprising:

a liquid crystal layer having a plurality of the liquid crystal molecules and having the thickness of a cell gap;

a first substrate disposed on one side of the liquid crystal layer and a counter electrode having a counter electrode width and a pixel electrode having a pixel electrode width formed on the first substrate, wherein the counter electrode and the pixel electrode are separated by a predetermined distance that is less than the cell gap thickness to generate ~~for generating~~ a fringe field to drive the liquid crystal molecules;

a second substrate disposed on the other side of the liquid crystal layer;

a first homogeneous alignment layer interposed between the liquid crystal layer and the first substrate and having a rubbing axis in a selected direction;

a second homogeneous alignment layer interposed between the liquid crystal layer and the second substrate, and having a rubbing axis in a selected direction;

a polarizer disposed on an outer surface of one of the first substrate and the

second substrate, and having a selected polarizing axis; and

a reflective plate disposed on an outer surface of the other of the first substrate and the second substrate,

wherein retardation in the liquid crystal layer is caused to occur in the absence of a quarter wave plate for retarding incident light by $\lambda/4$ when the liquid crystal molecules in the liquid crystal layer are driven by the fringe field and wherein λ is about 570 nm.

2. (original) The reflective type FFS-LCD according to claim 1, wherein a rubbing axis of the first homogeneous alignment layer and a rubbing axis of the second homogeneous alignment layer are anti-parallel each other.

3. (canceled)

4. (original) The reflective type FFS-LCD according to claim 1, wherein the rubbing axes of the first and the second alignment layers and a polarizing axis of the polarizer coincide.

5. (original) The reflective type FFS-LCD according to claim 1, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer are at an angle of 20 to 60°.

6. (original) The reflective type FFS-LCD according to claim 5, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer are at an angle of 45°.

7. (currently amended) A reflective FFS-LCD comprising:

a liquid crystal layer having a plurality of liquid crystal molecules and having the

thickness of a cell gap;

a first substrate disposed on one side of the liquid crystal layer and a counter electrode having a counter electrode width and a pixel electrode having a pixel electrode width formed on the first substrate, wherein the counter electrode and the pixel electrode are separated by a predetermined distance that is less than the cell gap thickness to generate ~~for generating~~ a fringe field to drive the liquid crystal molecules;

a second substrate disposed on the other side of the liquid crystal layer;

a first homogeneous alignment layer interposed between the liquid crystal layer and the first substrate and having a rubbing axis in a selected direction;

a second homogeneous alignment layer interposed between the liquid crystal axis in a selected direction anti-parallel to the rubbing axis of the first homogeneous alignment layer;

a polarizer disposed on an outer surface of one of the first substrate and the second substrate, and having a selected polarizing axis; and

a reflective plate disposed on an outer surface of the other substrate of the first substrate and the second substrate,

wherein the rubbing axes of the first and the second alignment layers are at an angle of 10 to 85° with a substrate projection line of the fringe field,

wherein retardation in the liquid crystal layer is caused to occur in the absence of a quarter wave plate for retarding incident light by $\lambda/4$ when the liquid crystal molecules in the liquid crystal layer are driven by the fringe field and wherein λ is about 570 nm.

8. (previously amended) The reflective type FFS-LCD according to claim 7, wherein the rubbing axes of the first and the second alignment layers and a polarizing axis of the polarizer coincide.

9. (previously amended) The reflective type FFS-LCD according to claim 7, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer are at an angle of 20 to 60°.

10. (previously amended) The reflective type FFS-LCD according to claim 9, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer are at an angle of 45°.

11. (new) The reflective type FFS-LCD according to claim 1, wherein the ratio of the pixel electrode width and the counter electrode width is between 0.2 to 4 to generate the fringe field in the liquid crystal layer.

12. (new) The reflective type FFS-LCD according to claim 7, wherein the ratio of the pixel electrode width and the counter electrode width is between 0.2 to 4 to generate the fringe field in the liquid crystal layer.